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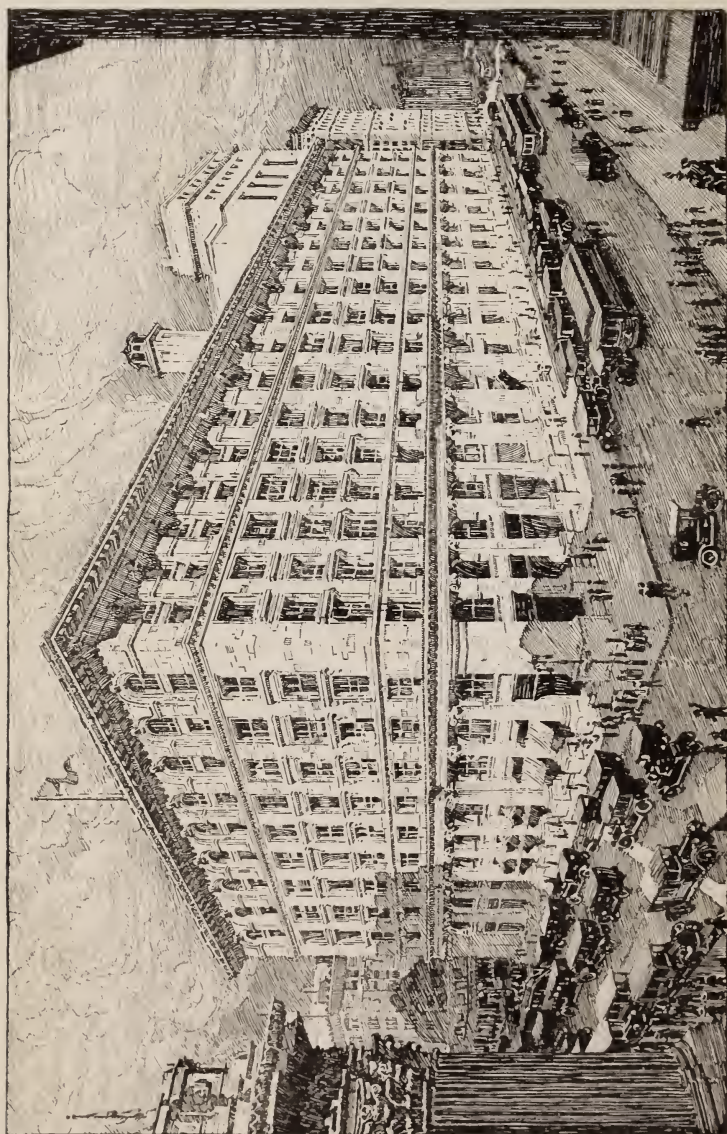


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B ALTMAN & CO





B ALTMAN & CO'S
ENLARGED STORE
FIFTH AVENUE · MADISON AVENUE
THIRTY · FOURTH AND
THIRTY · FIFTH
STREETS
NEW YORK

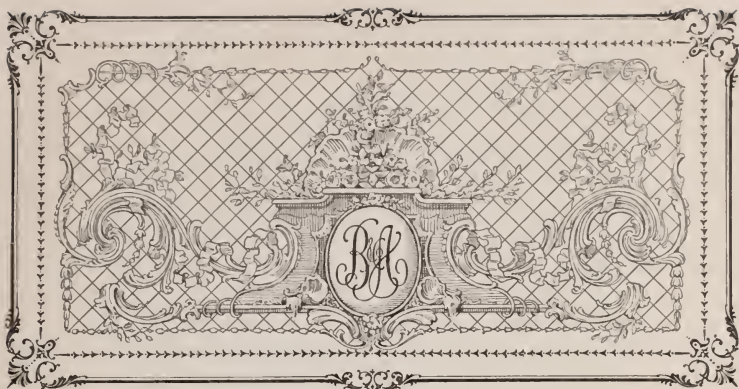


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HE evolution of a great city is, on a less titanic scale, representative of the evolution of the Universe. The same cosmic forces—aggressive, inexorable—work in unison to bring order out of chaos; and as, in the realm of Nature, mountains, valleys and oceans are evolved by slow and painful processes from what was originally formless and void, resulting in beauty where beauty was not — so the concentrated needs, energies, ambitions and endurance of a community, fused together in the melting-pot of civic development, result in the gradual up-building of a vast commonwealth, imposing in its commerce, splendid in its art, magnificent in its humanitarianism.

The greatness of a city is measured always, in the minds of men, by its commercial importance. Where the central marts of business are, there are also to be found all that is most admirable, because most progressive, in human experience. The world we live in is essentially a vital world, pulsating with vigorous life. It is a world of workers; of men who dream great deeds, and do them before the dream is finished. It is a world in which nothing is too insignificant to merit man's consideration; no goal too exalted to be beyond his attainment. And it is the men who have possessed the intuition to recognize these sublime truths, and the courage to pattern their lives thereby, who have achieved success.

Such a man was Benjamin Altman, who, in the days when the city of New York was scarcely out of its infancy, gave to the dry goods house which proudly bears his name—and as proudly the impress of his dominating personality—the impetus which forced it onward and upward, through years of patient, unremitting labor, to its present prosperity. Mr. Altman, even in those early days, fully grasped the potentialities of the upright, honest merchant who could make fair dealing and impeccable reliability the watchwords of his life, in and out of business; and, throughout his long and eventful career, never did he deviate from the path of integrity that he had mapped out for himself in the beginning.

The foundations of the Altman business were laid in a small store on Third Avenue, near Tenth Street. Here Benjamin Altman, then little more than a youth, but already equipped with the keen discernment and balanced judgment of maturity, began to carve out his great future. Selecting his merchandise with the fine artistic taste and the infallible sense of values which were among his most salient characteristics, and paying cash for every bill of goods he purchased, he early established, both for himself and his store, a reputation for reliability which has never been assailed—because it is unassailable.

Toiling early and late, dedicating all that he had and was to his work, he was rewarded by the steady growth of his business. In the early seventies he removed it from Third Avenue to Sixth Avenue—then an important shopping center—where he occupied an unpretentious store between Twenty-first and Twenty-second Streets. In 1876 he took possession of more spacious quarters on Sixth Avenue at Nineteenth Street, where the Altman store made history for itself for thirty years. It was during these eventful years that the store came to be recognized as the leading dry goods house of the city of New York. Its elegant appointments, its atmosphere of refinement, appealed to the most exclusive members of society, not only of its own city, but far afield; while the superiority of its varied merchandise became a household word in the world of fashion.

Meanwhile Mr. Altman, with unerring prescience of the inevitable northward trend of mercantile New York, and urged by



BENJAMIN ALTMAN
THE FOUNDER

the rapid and persistent increase of his business, began to plan for an uptown store whose commodiousness should be commensurate with the constantly growing demand. In 1905-6 the firm of B. Altman & Co. erected their new store on the east side of Fifth Avenue, between Thirty-fourth and Thirty-fifth Streets. The first parcel of land for its site had been acquired by Mr. Altman some ten years earlier; and from time to time thereafter other lots had been purchased or leased from their various owners until Mr. Altman possessed what he believed to be an ideal site for the imposing store he purposed to erect in the heart of New York's most exclusive shopping district.



The Old Store on Sixth Avenue



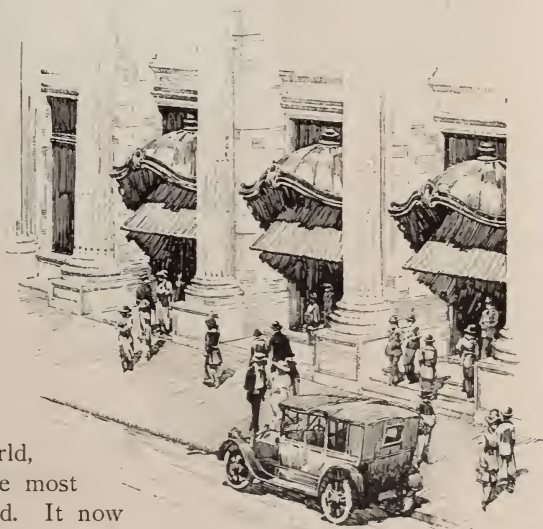
The Altman Store, Fifth Avenue and Thirty-fourth Street



HE opening of the Fifth Avenue store of B. Altman & Co. marked an important epoch in the mercantile history of New York. The aristocratic avenue, so long sacred to the resident wealth and fashion of America's metropolis, had for some time been gradually yielding—with more or less gentle protest—to the encroachments of business; now it gracefully capitulated. The high-class dry goods store, with its beautiful architecture, its allure of attractive merchandise, its fashionable clientele, brought about a transformation that was at once decisive, brilliant and complete.

But Mr. Altman's ideal had not yet been attained. The store he planned was still larger, still more commodious; a store in which shopping was to become a pleasure instead of a task; a store in which the patron's needs were not merely to be supplied, but anticipated; a store in which the personal comfort, not of patrons only, but of employees also, was to receive the most thoughtful consideration. It was to be a store of infinite resources; equipped with every device calculated to contribute to the greatest efficiency of service; in brief, a store of the highest modern order.

With these aims in view, the twelve-story addition on Madison Avenue has been erected. With its completion, the store of B. Altman & Co. becomes not only one of the largest dry goods establishments in the world, but also one of the most completely equipped. It now



Fifth Avenue Entrance



The Altman Store, Madison Avenue and Thirty-fifth Street

occupies an entire city block, extending east from Fifth Avenue to Madison Avenue, and north from Thirty-fourth Street to Thirty-fifth Street. Within this immense building every modern improvement known to architectural and engineering science is in active operation, rendering it technically perfect as to light, heat, ventilation and distribution of floor space.

The new addition, like the original building, follows in detail the dignified style of the Italian Renaissance, complete harmony of design and character being preserved throughout. French limestone, quarried and imported especially for the purpose, has been used in constructing the entire building (the Madison Avenue front alone excepted) up to and including the eighth floor, the remaining four floors (of the superstructure) being of white glazed brick. On the side fronting Madison Avenue the central elevation is of white brick above the second floor, the corner pavilions at each side being of French limestone to the eighth floor. Large display windows lend distinction to the Madison Avenue corners at Thirty-fourth and Thirty-fifth Streets; and a spacious vestibule, with marquee extending over the sidewalk to the curb, forms a stately and impressive entrance, especially convenient for patrons arriving in carriages and private motors.

A very commodious carriage entrance, with enclosed portico for the shelter of patrons awaiting their vehicles, is located on Thirty-fifth Street.





HE comfort and convenience of their patrons have ever been a paramount consideration with B. Altman & Co. To render shopping as agreeable as possible by reducing to a minimum the labor and fatigue involved, by endeavoring to obviate the congestion incident to special sales, and by insuring courteous attention on the part of employees, has been from the beginning one of the fundamental principles of the house.

The enlargement of the store, increasing its floor area more than fifty per cent., involves no change in the established policies of the administration, but it opens the way for a fuller realization of its business ideals and a broader development of its vast resources than have hitherto been possible. With so much more floor space available, every one of the store's many departments is now enabled to extend the scope of its activities. The facilities for the effective display of merchandise are materially augmented, and the larger selling space assures to patrons appreciably better opportunities for examining and selecting goods. Also, it is now within the power of B. Altman & Co. to cater to the needs of an infinitely larger clientele than ever before, and to present for the inspection of the public immense stocks of thoroughly reliable merchandise marked at popular prices.

The name of Altman has, from the earliest days of the business, been regarded as a synonym for integrity, excellence of quality and efficiency of service. It has not, however, been generally known that the house makes a special feature of its moderate prices. With practically unlimited facilities for purchasing, both at home and abroad, high-class goods at first hand—that is to say, direct from the manufacturer—thus eliminating the no inconsiderable profits of the middleman, B. Altman & Co. are enabled to give their patrons the benefit of the saving, and to offer their goods at prices that are frequently far below the actual market values.

This condition applies even to a department of such magnitude as that devoted to Oriental Rugs (of which a detailed description will be found on page 35). Every year B. Altman & Co.'s own rug experts make a six months' trip to the Far East, penetrating



Central Aisle, Main Floor



Elevators, Main Floor

into the fastnesses of the Caucasus, into the most remote districts of Turkey and Persia, and into the little-known interior of Asia Minor, where they make their selections piece by piece, buying genuine antiques direct from their owners, and modern pieces, in many instances, from their makers. Thus, B. Altman & Co.'s annual sale of Oriental Rugs, which extends over a period of several weeks, is recognized as an important event in the rug world, and is awaited with eager impatience by those who know that at this sale rugs of the finest qualities and unquestionable authenticity are very frequently sold at less than half their regular selling prices.



One of the Stairways



Department for Men's Wear



VISITOR to the Altman store, paraphrasing a certain famous saying, once appositely described it as "a store of magnificent distances." If this could be truly said of the edifice as originally constructed, the statement must of a certainty carry infinitely greater weight to-day, in consideration of the extended area secured by the completion of the Madison Avenue addition. Surveying the interior from the Fifth Avenue entrance, on the Main Floor, the visitor's gaze—following the course of the broad central aisle—meets a perfect perspective, which terminates only when it reaches the vestibule on Madison Avenue. The supporting columns, modeled on severely classic lines, present from every point of view a series of graceful colonnades, the architectural beauty of which cannot fail to appeal to the artistic sense. Glancing upward toward the great rotunda, which rises majestically over the center of the original building, a glimpse is afforded of the upper floors, lending breadth and vivacity to the picture. Add to these features of interest the spacious aisles, balanced on either side by displays of merchandise, alluring in form and color; the lofty ceilings, the unrestricted daylight which pours in from all four sides, the perfect ventilation, the efficient service—and the result is a store which meets every æsthetic as well as every practical requirement.

To the right of the Main Floor, as one enters from Fifth Avenue, is the enlarged department for Men's Furnishings, which now extends more than half the entire length of the store on the Thirty-fourth Street side. Completely separated from the sections devoted to general merchandise, the floor arrangement of this department has been planned with careful forethought for the convenience and privacy of the store's male patrons. Not only is it easily accessible from the Fifth Avenue entrance, but the Thirty-fourth Street entrance leads directly into it.

The increased floor space now given to it has made it possible for this department to add very materially to its sphere of activity. Here, under the new arrangement, will be found complete and comprehensive assortments of Men's Wear, including Hats and Shoes. There is also a Custom Shirt section, which makes a specialty of fine Shirts for general and dress wear.

It is not possible, in a work of necessarily limited scope, to afford a detailed description of every department in a store as large as is this of B. Altman & Co.; but among those especially worthy of attention on the Main Floor is the Silk Department, famous for its wealth of textile treasures—the richest products of the silk-weaver's art; the department for Real Laces, where are shown some of the rarest and most beautiful specimens of antique lace to be found in America, besides many exquisite modern pieces; the Dress Goods Department; the Silverware Department; and the section reserved for Leather Goods.

Very considerably enlarged is the Camera Department, which is liberally stocked with Kodaks of every type, as well as a large assortment of photographic supplies; and which now has a section devoted to developing, printing, copying and enlarging.

Nor should mention be omitted of the Engraving section of the Stationery Department, which is amply equipped for executing to order fine engraving of every description.



Men's Shoes



ASCENDING to the Second Floor, either by one of the gracefully proportioned stairways or one of the spacious elevators, the attention is instantly riveted by the broad, airy spaces, the restful color scheme, the pervasive atmosphere of refinement and dignity. It is characteristic of the Altman system, originated by Mr. Altman himself—who, as an organizer, had no superior—that, notwithstanding the tremendous volume of business transacted in the store every day in the year, there is everywhere apparent a certain poise, which conveys to the keen observer the mental impression of a great organization kept under



Young Men's and Boys' Clothing

perfect control—a gigantic piece of well-constructed, well-cared-for machinery of which every infinitesimal part is accurately placed and keyed. This is, indeed, distinctive of the personality of the Altman store—a personality acquired through more than half a century of earnest effort, intelligent study and vital experience.

With so large an area of additional space at its disposal, the Second Floor has been entirely rearranged. New departments have been introduced; those already existing have been greatly extended and improved. Massive mahogany fixtures and display



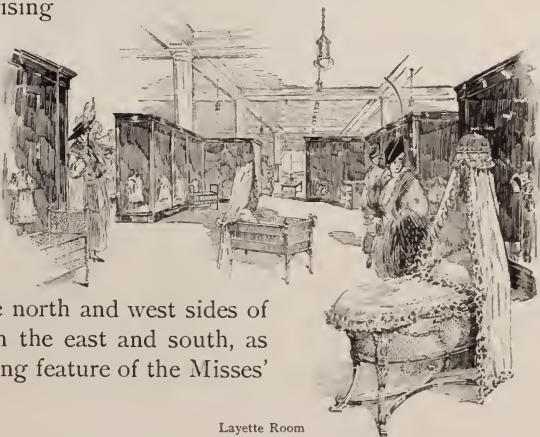
Misses' and Girls' Departments

cases—the latter enhanced by the fine merchandise tastefully arranged within them—form an attractive contrast to the rich moss-green of the soft Wilton floor-covering, the whole presenting a most pleasing aspect to the gaze of the interested visitor.

On this floor are located the departments of special interest to mothers. The Infants' and Little Children's Department, which includes in its stock a large assortment of nursery furnishings as well as everything necessary for the little one's wardrobe, has been arranged in the form of a semi-enclosure, especially with a view to securing the privacy desired for selecting at leisure the dainty little garments comprising the layette.

Closely adjacent are the departments for Girls' and Misses' Wearing Apparel, the latter also including gowns and outergarments for small women.

These departments are now situated on the north and west sides of the store, instead of on the east and south, as formerly. An interesting feature of the Misses'



Layette Room

section is a small display room in the Paris style, the interior of which is finished in French gray. This is intended primarily for the exhibition of misses' imported model gowns and wraps.

A new department on this floor, meriting special mention because of its importance, is that devoted to Young Men's Clothing. Here is to be found everything that is smart in apparel for



Women's, Misses' and Children's Shoes

the modern young man, for street, sports or dress wear. Like the Men's Furnishing Department, it is entirely isolated from the sections given over to feminine attire; and it is capably handled by men accustomed to catering to the sartorial needs and tastes of the well-dressed young man. The long-established Boys' Clothing Department, completely stocked with new assortments of garments for every day, school and dress wear, is located in the same section of the store, both being in the Madison Avenue addition, on the Thirty-fifth Street side.



The Corset Department

Other interesting departments, which cannot be described at length for lack of space, are those reserved for Women's, Misses' and Children's French and American-made Undergarments; Knitted and Silk Underwear; Women's Blouses; Women's House Dresses and Aprons and Maids' and Nurses' Uniforms; Shawls and Sweaters; and Women's, Misses' and Children's Shoes. Here, also, is the Corset Department, showing large assortments of French corsets and brassières of the finest makes

and materials, as well as the popular American types. A special feature is made of corsets measured and fitted to the figure, and made by expert corsetieres in workrooms in the establishment.



French Display Room



Furs and Fur Garments



LMERGING at the Third Floor from the elevator on the Madison Avenue side of the store, one finds oneself directly in the Fur Department. Spacious, well arranged and equipped, the rich tones of the handsome furs displayed on forms and in show cases presenting an artistic contrast to the soft Quaker gray of the carpet and woodwork, this may not improperly be termed the most attractive—as it has also been quoted as the most extensive—retail fur department in America.

It is an undisputed fact that in no other department store is the volume of business so large in furs of the finest and costliest qualities. B. Altman & Co.'s resident representatives abroad are constantly in touch with the greatest fur centers of the world, and any unusually rich "find" is at once communicated to them; hence it is not at all an extraordinary incident in the history of the house when a rare set of matched sables which an empress might covet—the value of which rises far into the thousands—comes across the ocean to enrich for awhile the Altman display and, a little later, to grace the piquant loveliness of some American princess.

The higher-cost furs do not, however, constitute the entire stock of this department. Women of moderate resources may find here fur garments and smaller fur pieces, of excellent appearance and wearing qualities, which may be purchased at prices easily within their means and which will afford entire satisfaction. The colossal success of the great Fur Sale which takes place annually early in the fur season—and which attracts eager purchasers from nearly every State in the Union—is sufficient evidence that the fact is very widely recognized that here may be obtained genuine fur bargains.

Practically all of the departments for Women's Ready-to-wear Apparel are situated on the Third Floor. Here are the sections for



Fur Storage Vaults



The Dressmaking Salon

Women's Gowns, Tailor-made Suits, Coats and Wraps, House Gowns, Cotton and Linen Dresses and Trimmed Millinery. Women's, Misses' and Children's Riding Habits have a section all their own, which includes both ready-to-wear and made-to-order garments; and here, too, may be found all the accessories of the equestrienne's costume.

The Mourning Department, a semi-enclosed section entirely apart from, though closely contiguous to, the departments for gowns and suits, is generously supplied with every essential of



A Room in the Mourning Department



House Gowns and Negligees

the correct mourning outfit, including not only gowns, wraps and millinery, but also such minor accessories as neckwear, gloves, hosiery, shoes, etc. It may pertinently be added that the Department has excellent facilities for furnishing complete mourning outfits at short notice.

The Special Order Department for Dressmaking and Tailoring is also located on the Third Floor, in exclusive salons wherein models, sketches, materials, etc., may be examined and discussed at leisure and in the luxurious environment which every woman of taste and breeding appreciates.



Millinery Salon, Third Floor



ONE of the most important ramifications of B. Altman & Co.'s vast establishment is the department for Interior Decoration, located on the Fourth Floor. Maintaining its own studios in the building, with a personnel composed of qualified artists, this department is amply prepared to undertake interior decorative work in all of its branches. Several of America's best known hotels and theatres, as well as a large number of private residences, owe their interior beauty to the artistic resources of the Altman studios. A specialty is made of period interiors, every detail of decoration, with furnishings, draperies and upholstering to harmonize, being carefully planned by men who are experts in their individual lines.

Of equal interest is the department for Decorative Laces, correlated to the Lace Curtain Department. Here, too, is to be found a staff of competent artists, with unusual facilities at their disposal for the designing and making to order of fine lace curtains and decorative lace pieces of every type and period. The Upholstery Department is another of the distinctive features of

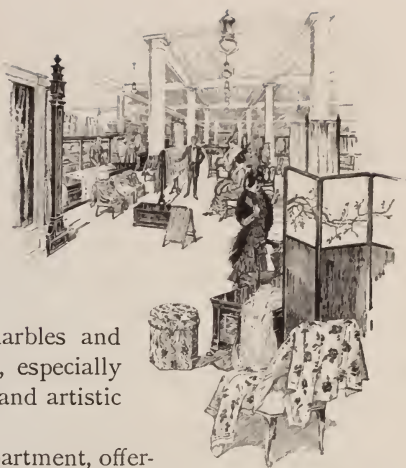


Department for Interior Decoration

the Fourth Floor, its display including very large and comprehensive assortments of curtain materials, cretonnes, decorative drapery fabrics, etc.

An extensive department on this floor is devoted to Art Objects, Bric-a-brac and Lamps. Among other items of more than passing interest shown here is a choice selection of Italian marbles and decorative pieces in terra cotta, especially appealing to persons of culture and artistic taste.

The Fancy Needlework Department, offering many dainty articles of special feminine interest, is also attractively housed on the Fourth Floor; and here, too, are the departments for Household and Decorative Linens, Imported and Domestic Bed-furnishings and other utilitarian commodities.



Upholsteries



Art Objects, Bric-a-brac and Lamps



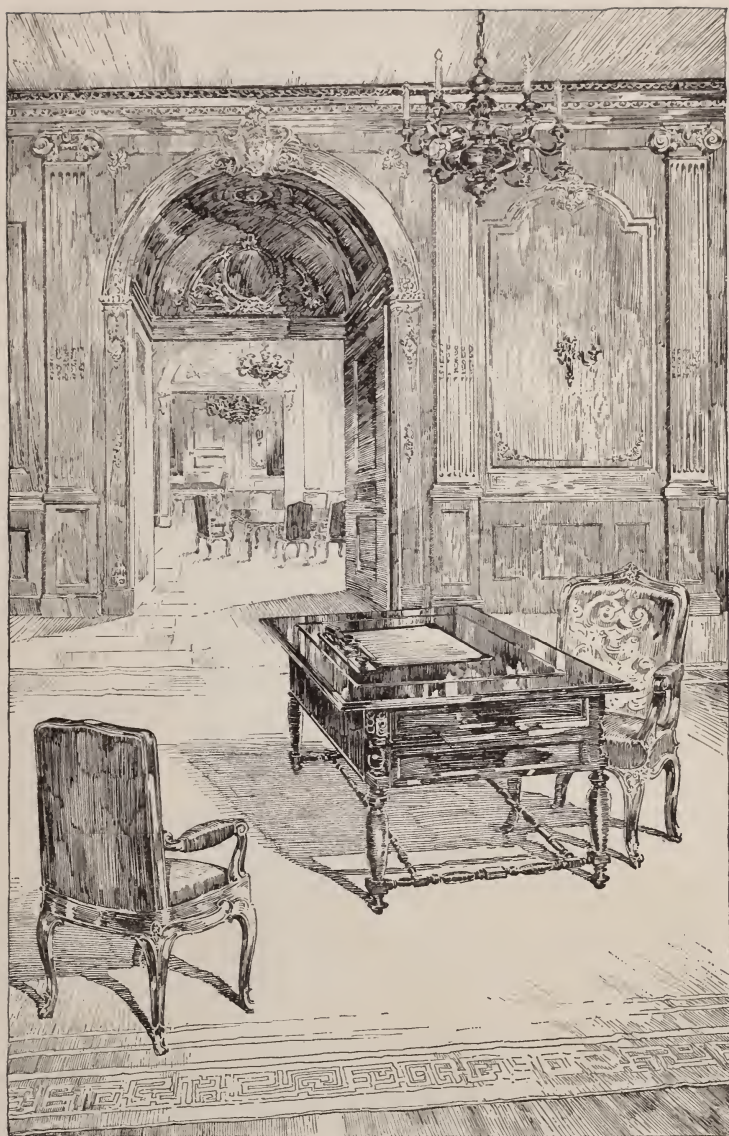
HIEF among the interesting features of the Fifth Floor are the Executive Offices, consisting of the President's Room, the Board Room and an anteroom or reception office. This suite of offices is unique in that it presents to the gaze of the visitor, in facsimile, the interiors of three of the most impressive rooms in Mr. Altman's Fifth Avenue home. From that wonderful art repository, now dismantled, has been brought the carved woodwork which conceals the walls of what may truthfully be termed one of the most beautiful and most remarkable office suites in the world. The room reserved for the President, Mr. Friedsam, is Mr. Altman's library in duplicate, and contains, among many objects of interest, his desk and other library furniture; his dining-room has been as faithfully reproduced in the Board Room; and the anteroom is a replica of his famous Renaissance room.

The Writing and Rest Room for women patrons of the store is also located on this floor, in the Madison Avenue addition. The reposeful atmosphere of the room—accentuated by the carefully modulated light, the softly carpeted floor, the comfortable chairs, the graceful writing tables, with their supplies of engraved stationery—has been attained only after thoughtful consideration of the most insistent needs of the tired shopper. The walls of this room are paneled in mahogany; the mahogany furniture is in the Adam style. The upholsterings are of rich blue velvet, harmonizing with the blue of the carpet.

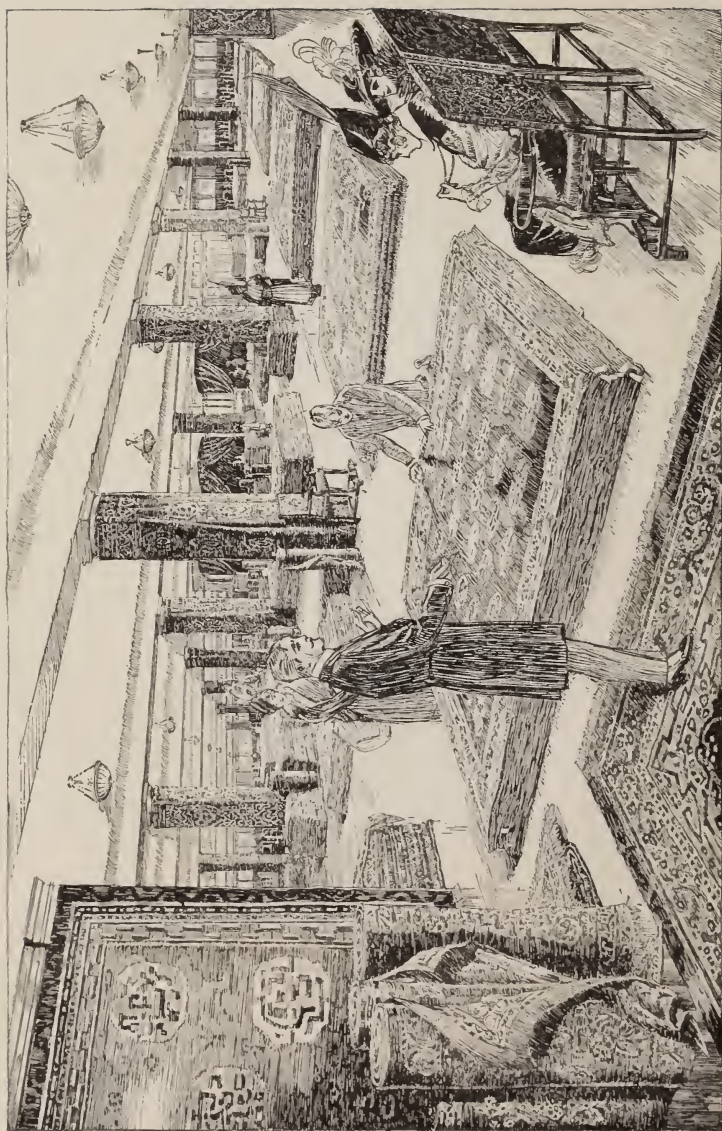
Adjoining this room is a smaller one, for the use of patrons who may be indisposed, or of mothers with infants. Within easy reach are the telephone booths, the Bureau of Information and the General Offices.



Writing and Rest Room for Patrons



The Executive Offices



The Rug Department

The Rug Department, occupying some seventy thousand square feet of floor space and admittedly the largest department of its kind in America, is the only retail sales department on the Fifth Floor. It occupies virtually all of the space on this floor in the main building, and carries a stock of individually selected rugs the retail value of which, estimated collectively, approximates two and one-half million dollars. The most ingenious methods are employed in the displaying of the rugs, even the supporting columns being impressed into the decorative scheme; while the entire floor is flooded with mellow light afforded by a system of indirect illumination, installed especially for the purpose of revealing the true color values in the selection of rugs.

The Oriental Rug section, in particular, merits the visitor's keenest attention. Within the enclosure designated as the Antique Room, which is reserved for the display of choice rugs, are several rare antique specimens, fully authenticated, which are well calculated to make a direct appeal to the connoisseur. Some of these have been honored by the special notice of that distinguished authority, Professor Bode; while others enjoy the distinction of having been reproduced in the Martin Book.

One section of this department is set apart for Oriental rugs of unusually large sizes; another is reserved for Chinese rugs; and a most interesting branch is the repair section, which maintains at all seasons a staff of Orientals expert in the making and repairing of valuable rugs.



The Antique Room



WITH a philanthropist for its founder, it is not surprising that the house of B. Altman & Co. devotes much care and thought to the welfare of its employees. For the women and girls there is a spacious, airy recreation room on the eleventh floor, furnished with cosy chairs and liberally supplied with books and magazines. In addition to this, a portion of the roof has been enclosed to provide a rest room for women employees who need quiet and a smoking-room for men employees, the remainder being subdivided into a solarium and an open-air roof garden and promenade, from whence may be obtained a magnificent view of New York City, the East River and Long Island.

The twelfth floor of the new addition has been given over in its entirety to the use of the employees. Here are separate luncheon rooms for men and women, and a roomy, sanitary modern kitchen, in which is prepared the wholesome, palatable food that is served, at minimum prices, in the adjoining luncheon rooms.

Extending practically the entire length of the new addition on the Thirty-fifth Street side are the medical offices, a large, specially constructed suite consisting of patients' waiting-room, physician's consulting-room, surgery, and men's and women's wards, with a total of seven beds. The equipment of these rooms has been as scientifically worked out as that of the best type of modern hospital. A physician, assisted by two graduate nurses, is in charge of the Medical Department, the expense of which is borne wholly by the firm, no tax of any kind being made, either directly or indirectly, upon the employees. Incidentally, it should be mentioned that patrons of the store, if seized with sudden illness while in the establishment, are given emergency treatment free of charge.



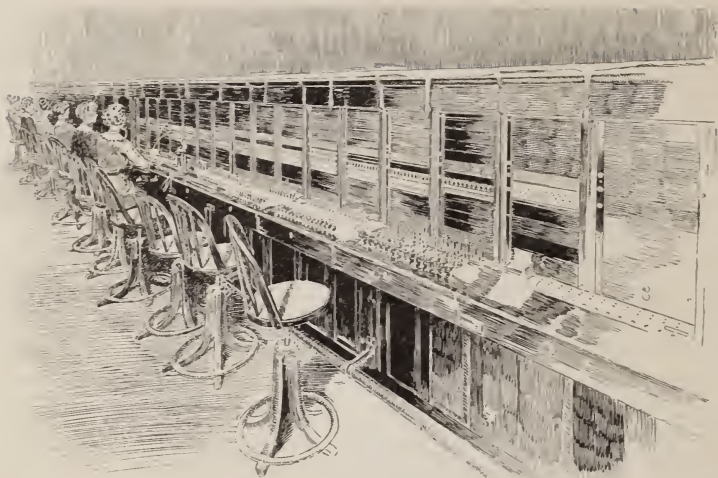
Physician's
Offices

The medical work among the employees does not consist entirely in emergency relief, although a great amount of help is given in this way. The history of every case is tabulated, and all cases requiring protracted attention are carefully followed up, so that a permanent cure is effected where ordinarily only temporary relief would be secured. When the diagnosis indicates malnutrition, the milk diet required is not only prescribed, but supplied; and a large number of ill-nourished young persons have been correspondingly benefited. When instruction in personal hygiene is needed—as it frequently is, among the younger employees—it is given kindly, sympathetically, thus establishing between instructor and patient the sense of kinship that is born only of true humanitarianism. It is a significant fact that, since the establishment of the Medical Department, the general efficiency of the working corps has been materially increased.

No one mark of the firm's interest in its employees has been more sincerely appreciated than the inauguration of the shorter business day. Throughout the year the store is now opened at 9 a. m., while during the Summer season it is closed daily at 5 p. m., except on Saturdays. The Saturday schedule during the Summer months is as follows: June 15th to July 1st: 9 a. m. to 12 noon. July and August: The store is closed all day Saturday. September 1st to September 15th: 9 a. m. to 12 noon. In addition to these vacation hours, in which every employee is a participant, a two weeks' vacation, with pay in advance, is allowed to all employees who have been with the firm three years or longer; those of more than one year's standing and less than three receiving one week, with advance pay.

Added to these interesting phases of the store's relationship with its employees, a school is maintained in the building for the younger employees. Here instruction is given daily, excepting Saturday, in reading, writing, spelling and arithmetic.

The Mutual Benefit Association is a fraternal organization established and supported by the employees themselves. Its main object is to provide for liberal sick and death benefits; and although membership is not compulsory, its roll numbers more than 2500 names.



Telephone Switchboard



IN the upper floors of the building are assembled the numerous industries which make of the Altman establishment a vast human beehive. Here are the immense storerooms for reserve merchandise—for this is a wholesale as well as a retail house, and every day brings in its augmentations of stock from home and foreign markets, while every day witnesses a tremendous output. Here, too, are the workrooms—for gowns, suits, riding habits, furs, millinery, corsets, men's shirts, lace curtains, decorative laces, upholsteries, lamp shades, table decorations, etc., etc.

The Mail Order Department, on the Eighth Floor, is deserving of special mention, were it only for the fact that it reaches out its helpful hands to patrons of the store all over the world. The woman who resides far beyond visiting distance of any store, whether in America or a foreign territory, may readily supply herself, through the agency of this department, with the latest novelties in fashion, without any personal trouble whatever and with no more delay than is required for the transmission of the order and the shipment of goods. The regular staff of the

department includes a large force of expert shoppers, who are fully competent to select from the store's various departments any merchandise that may be called for, from the smallest individual item to an entire wardrobe.

Another keenly interesting feature of the establishment is the artificial refrigerating plant for the safe storage of furs, rugs and draperies. The walls, ceilings and floors of the storage vaults (illustrated on page 27) are completely encased in thick sheathings of cork, insuring evenness of temperature and absolute protection against moisture. The storage plant covers an immense area, as, although the floor space is divided into compartments, mainly as a protective measure against fire, the vaults extend across the entire width of the ninth floor of the building. All of this space is kept cool and dry by the refrigerating apparatus in the basement. None of the coils composing it are located in the storage vaults; hence there is no possibility of damage to the valuable articles stored through leakage from faulty pipes or moisture deposits.



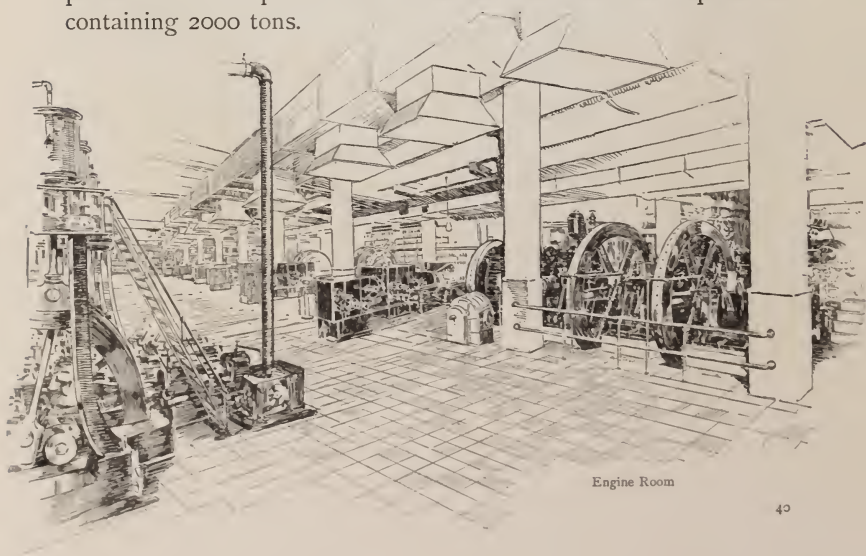
The Delivery Department



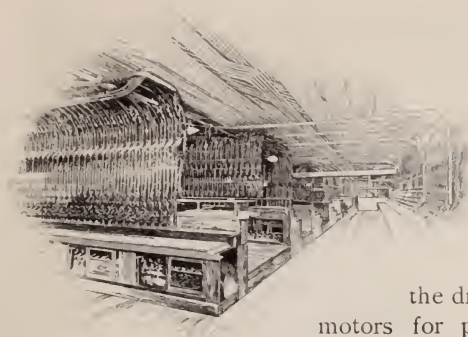
BELOW the level of the street, in subterranean regions all undreamed of by the great majority of B. Altman & Co.'s patrons, are to be found the real marvels of the building's working equipment—the complicated machinery which is responsible for light, heat, ventilation, motor power, etc. Statistics are not usually interesting to the general reader, but they supply the only tangible means of conveying even a remote idea of the magnitude of an organization such as this.

In the sub-basement is the Engine Room—spacious, well lighted and ventilated, every part of it controlled by system of the highest order. The red-tiled floor is as clean as that of a New England kitchen, and everywhere there is the gleam of polished metal. The Chief Engineer's office is so situated that practically the entire room is within the range of his vision when he is seated at his desk. As a result of unrelaxing vigilance, the discipline maintained is flawless. There has never been a shut-down since the plant was first put into operation.

The great engines in this room have an aggregate capacity of 3600 horse power; the ten boilers in the adjoining Boiler Room a capacity of 3000 horse power, with a steam pressure of 160 pounds to the square inch. The coal bunkers are capable of containing 2000 tons.



Engine Room

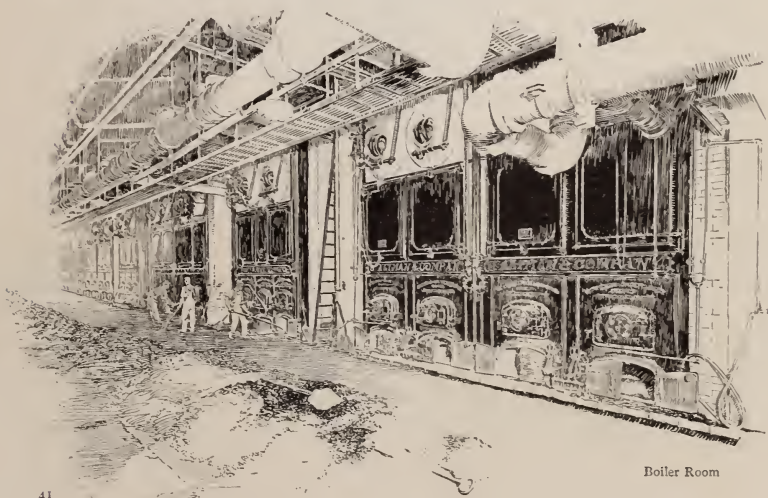


The Tube System

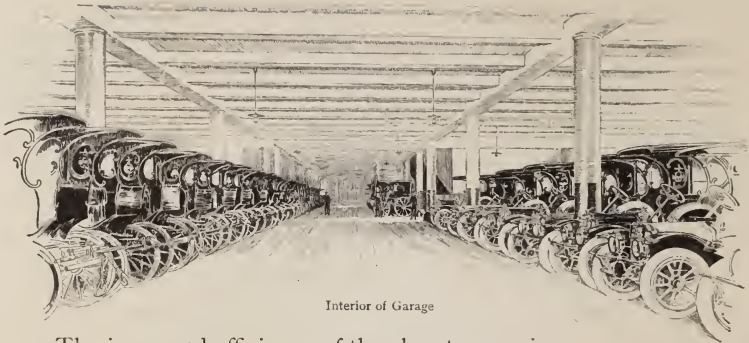
The electric power plant is one of the largest in the city of New York, with a dynamo capacity of 2400 kilowatts. It generates all the electricity required not only for the lighting of the building, but for

the driving power of elevators, motors for pneumatic tubes, sewing machines, etc., as well as the motors for the immense ventilating equipment.

To insure perfect ventilation of this great building—a matter of the first importance, considering that, in addition to the immense number of patrons constantly passing in and out, nearly 4000 employees are occupied therein on every working day—a system has been installed for filtering, cleansing and humidifying the air supplied by the fresh-air fans, amounting to 200,000 cubic feet per minute. The exhaust fans for withdrawing vitiated air have an equal capacity; hence there is no loophole for the accumulation of stagnant air in any part of the establishment.



Boiler Room



Interior of Garage

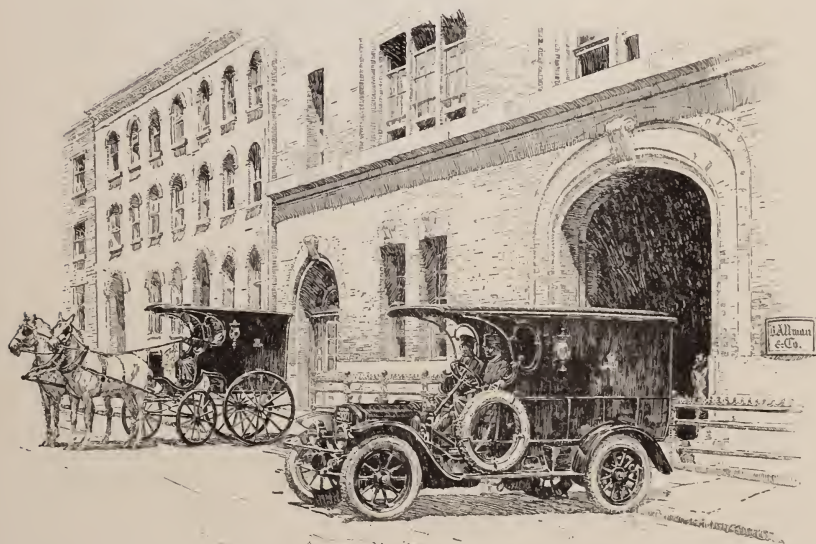
The increased efficiency of the elevator service is an important result of the enlargement of the building. There are now twenty-two passenger elevators, besides five small elevators for private or fitting-room use, ten elevators for the use of employees, and two truck elevators of vast size and capacity, making a total of thirty-nine, all of modern type.

Among the numerous improvements rendered possible by the building of the new addition must be included the extension of the pneumatic tube service and of the delivery conveyor system. In the tube service, for the transmission of the cash carriers, there are now no fewer than sixteen miles of brass tubing.

The delivery conveyor system consists of a number of spiral chutes extending from the top floor of the building to the basement ceiling, with outlets on every floor so placed as to be easy of access from all departments. Attached to the basement ceiling are traveling platforms, or conveyors, in which are 2767 feet of canvas belting, moving at an average rate of four miles per hour and leading directly from the chutes to the packing tables in the Delivery Department. Here the goods are packed, addressed and placed on other conveyors, which carry them immediately to the drivers' bins, each of which is assigned to a special route. Merchandise purchased on the Main Floor, however, is packed at the counters, whence it is dropped to the conveyors through trap-doors placed in the floor and carried automatically to the bins, ready for delivery—thus effecting an appreciable saving in time. It may be noted, in passing, that the

bins are constructed entirely of metal tubing, with divisions of wire mesh, and are built at an elevation from the floor to insure perfect sanitation.

Quite as important as and certainly not less interesting than the indoor sections of the Delivery Department is the outdoor branch, located in the great six-story garage and stable fronting on East Thirty-sixth Street, but extending through to East Thirty-seventh Street. In this wonderfully equipped and perfectly organized division of the delivery service are housed 85 motor wagons and trucks, 157 horse vehicles and 200 horses. It has been stated, and with truth, that in the quality and condition of its equine stock—in every instance of fine strain and high mettle—the house of B. Altman & Co. is superior to any department store in the world.





IN concluding this brief history of the house of B. Altman & Co. it is desired especially to emphasize the fact that every square foot of space added to the building, every costly device introduced in its equipment, has been carefully planned with a view to promoting the interests of the store's patrons and of confirming their faith in the store's reliability. It is not alone the impressive exterior of the building that commands attention, nor the convenience and charm of its well-arranged departments, as the visitor sees them. Of equal if not of more consequence is the perfect sanitation of those parts of the building which are unexplored by the visitor. Scientific lighting, heating, ventilation and cleanly surroundings in work-rooms, offices, stock rooms, receiving rooms, packing and shipping rooms, are as vitally important to the store's patrons as to its employees; for these things indicate that the merchandise it handles is subject to the most wholesome conditions up to the moment of delivery into the purchaser's hand.

It has been, throughout, the earnest endeavor of B. Altman & Co. to provide in every possible way for the personal safeguarding of the patrons and employees of the Altman store. Non-inflammable material has been used in construction wherever practicable, and the entire building has been made to conform to the stringent regulations of the New York Fire Department.

The fire-preventing and fire-fighting equipments, which encompass the building on every hand, are among the most complete in existence, including the new automatic sprinkler and signal systems, the latter connecting with the city Fire Department as well as the private Fire Department in the building; a standpipe system having hose stations so arranged as to reach any part of the building; and a supervisory system which acts automatically in the event of difficulty arising in any part of the equipment.

For the final word: B. Altman & Co. will continue in the future, as in the past, to direct their unremitting efforts toward maintaining their long-established reputation for best-quality merchandise at reasonable prices, as well as for integrity, courtesy and efficiency of service.

DEPARTMENT DIRECTORY

FIRST FLOOR

Silks and Velvets
Laces, Embroideries and Trimmings
Veilings
Women's Neckwear
Ribbons
Gloves and Hosiery
Millinery (including Misses' and Girls' Hats)
Black and Colored Dress Goods
White Goods and Cotton Dress Goods
Linings and Notions
Umbrellas
Handkerchiefs
Jewelry and Silverware
Toilet Articles
Leather Goods
Stationery and Engraving
Cameras and Specialties
Men's Furnishings and Underwear
Men's Hats, Coats and Shoes

SECOND FLOOR

Women's Blouses
Bathing Costumes
Women's, Misses' and Children's Shoes
Misses' and Small Women's Attire
Girls' and Children's Dresses and Coats
Women's French and American-made Underwear
Women's Knit Underwear
Corsets
Misses' and Children's Underwear
Infants' and Little Children's Wear and Nursery Furnishings
Colored Petticoats
Sweaters and Shawls

SECOND FLOOR

(CONTINUED)

House Dresses, Aprons, Maids' Dresses and Caps and Nurses' Uniforms
Young Men's and Boys' Clothing
Boys' Furnishings

THIRD FLOOR

Women's Ready-to-wear Suits and Dresses
Women's, Misses' and Children's Riding Habits
Dressmaking
Mourning
Women's Coats and Wraps
Women's House Gowns
Women's Cotton and Linen Dresses
Furs and Fur Garments
Trimmed Millinery

FOURTH FLOOR

Interior Decoration
Lace Curtains and Decorative Laces
Upholsteries
Art Objects, Bric-a-brac and Lamps
Household and Decorative Linens
Blankets and Domestic
Fancy Needlework

FIFTH FLOOR

Oriental, European and American Rugs
Wholesale Upholsteries
Women's Writing and Rest Rooms
Public Telephones
Information Bureau
Executive Offices
General Offices

